

May 30, 2016

WATEX and WETEX trade fairs support corporate presentation on location

## **Environmental technologies are becoming increasingly important in oil-rich countries**

**Countries like the United Arab Emirates (UAE) and – after the relaxation of political tensions – Iran plan large investments for the development of alternative energy use. In the fall of 2016, in both countries trade fairs will be held on the subject of water, wastewater, energy and the environment – ideal platforms to make the right contacts and to take part locally in the development of new infrastructure projects.**

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After the easing of sanctions on January 16, 2016, Iran will become the preferred trading partner in almost every industry. The country which has access to funds that had previously been frozen has announced major investments. For the renewal of water and wastewater systems alone, the Iranian Energy Ministry has published a list of 150 projects on its website <http://moe.gov.ir>.

In the UAE, the development of the use and conservation of natural resources is also being strongly encouraged. By 2021, the country wants to become one of the best in the world, the goal of which is a strong economy in connection with a pioneering role in the use of renewable energy. The Emirate of Dubai intends to satisfy as much as 75 percent of its energy needs from renewable sources by 2050. Dubai will make more than 700 million U.S. dollars available just for sustainable electricity and water supply as part of the World Expo 2020.

### **International trade fairs in autumn**

Many internationally active companies have already recognized the opportunities which await in the major goals of the two countries in the Middle East; as a result, such companies are presenting themselves locally at one of the trade fairs to present their technologies and products, as well as to build up and maintain the personal contacts which are important for business especially in this region.

The "International Water & Wastewater Exhibition" (WATEX) will take place in Tehran from September 25th to 28th for the 12th time. The organizer is the Iranian Energy Ministry itself. About 400 exhibitors are expected.

The name- and topic-related international trade fair "Water, Energy, Technology and Environment Exhibition" (WETEX) will take place in Dubai from October 4th to

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6th. The Dubai Electricity and Water Authority (DEWA) – the largest official contracting authority of the Emirate Dubai – will be presenting this trade fair.

WETEX has enjoyed increasing growth rates for many years and expects about 2,000 exhibitors from more than 50 countries. In 2016, the "Dubai Solar Show" will take place alongside the trade fair for the first time on approximately 13,000 square meters.

The Internationale Messe- und Ausstellungsdienst GmbH (IMAG), a subsidiary of the IFAT organizer Messe München, is the international partner of the organizers of both trade fairs in Tehran and Dubai. Participation is still possible for both events.

Joint participations are expected from Germany, Switzerland, China, Turkey and, for WETEX, also from India, Italy, Russia and Spain, among other countries.

**Visit IMAG at the information booth IFAT Worldwide 2016 at the West entrance, Booth No. EWE.04, or in Hall A6 at Booth 128.**

### **IMAG – Internationaler Messe- und Ausstellungsdienst GmbH**

IMAG, a subsidiary of the Messe München Group, organizes trade fairs around the world and supports participants in international events outside Germany on behalf of public and private clients. Since its foundation in 1946 in Munich, IMAG has been involved in over 5,000 international exhibitions abroad. IMAG's annual portfolio encompasses approximately 30 trade fairs, spanning around 20 countries. The events focus in particular on the automotive, commercial vehicles and auto parts sector; construction machinery, building material and mining; machine tools and further industries; environmental technology and analysis.



fairs  
around the  
world

## Press Release



There is a tremendous amount of international interest in the environmental trade fairs WATEX in Tehran and WETEX in Dubai, which are taking place in autumn.

Further information as well as high-resolution images are available at [www.imag.de](http://www.imag.de).